



# GRAPEVINE

East Asia and the Pacific Advising Network

MARCH 2005

## Contents:

## Page:

ECA State Department Update	1
REAC Update	2
Australia – Judy Freudenberger and Lee Healy	6
Indonesia – Hanif Saleh	8
Japan – Chizuru Sasada	9
Korea – Yu Munkyeong	11
Malaysia – Amrin Nandha	12
Mongolia – Udval Lhamsuren	12
Singapore – Karen Kaylor	15
Taiwan – Sarah Moran	16
Thailand – Ann Sakornyen and	18
Philippines – Milagros Tan	19

## STATE DEPARTMENT UPDATE

Dorothy Mora, Program Officer, East Asia/Pacific, Eurasia  
U.S. Department of State

Dear Advisers,

As you know, we are very happy that Dr. Chalintorn Burian is now our REAC for the East Asia/Pacific. I am looking forward very much to working with her on the many activities planned in the months ahead. Many heart-felt thanks go to Mila Tan and Judy Freudenberger for their dedication, hard work and long hours filling the REAC position from June through December! To assist Dr. Chalintorn with regional coordination, Judy will continue as Sub-Regional Coordinator for the South Pacific and Frank Mok will continue as Country Coordinator for China.

We have a busy spring coming up! In March we will have a Country Coordinator workshop in Hong Kong. At this workshop, Coordinators will be discussing adviser communication within countries and workshop/training needs for 2005 and 2006. We also have very limited funds for a tech workshop and will post all presentations and other information on-line. Country coordinators will bring back ideas for better information sharing and support for advisers.

I hope that many of you will attend the NAFSA conference in Seattle. There will be a Country Coordinator workshop prior to the conference as well as a very important meeting of Professional Advising Leadership Fellows. PAL fellows in our region are Udval Lhamsuren from Mongolia, Mila Tan from Philippines and Judy Freudenberger from Australia. I hope that some of you will consider applying for this valuable program next year and will contact them for suggestions on preparing your applications.

As you know, Judy is coordinating pre-NAFSA conference visits so please let her know if you would like to include a university visit if you are attending NAFSA. Indiana is having a special program this year focusing on technology and on alumni programming. Other states hosting advisers will include Illinois, Oregon and Washington.

This fall our region will have four advisers participating in the U.S. Based Training program. Congratulations to Frank Mok from China, Nurise Widjaya from Indonesia, Supama Ponnusamy from Malaysia and Gonchig Altantuul from Mongolia! I'm sure they all will share their experiences with us after the programs.

We are preparing for the annual book-ordering in early March. The system will be the same as last year, but you will be able to enter the book ordering process directly through the advising website (<http://www.educationusa.state.gov/advisers.htm>). After you use your center code and password to enter the advising site, you won't need to enter any more passwords to get to the book ordering pages. More detailed instructions will be sent by e-mail.

I look forward to seeing many of you at NAFSA and wish you all the best in 2005.

Dorothy

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## **REAC News**

**By Chalintorn Burian**

***Regional Education Advising Coordinator for East Asia and the Pacific (REAC-EAP)  
Educational Information & Resources Branch (ECA/A/S/A)***

Greetings from your new REAC, based in Bangkok, Thailand. As most of you know I have started this job only since January 2005. So I am still trying to put my responsibilities as REAC in good order, and at the same time get to know all of you and the advising centers as much as I can. I would like to thank Phillip Ives and Dorothy Mora, who have been very helpful in sharing guidelines, direction, and feedback. I thank Dr. Marti Thomson for her good work and the materials she left for the new REAC. I also appreciate the kind assistance that both Mila Tan and Judy Freudenberger continue to provide REAC. We all should thank them for the great support they have given as Interim Co-REACs since Marti retired in May 2004. Their hard and skilful work has resulted in a smooth transition when I took over the job. Kudos to Mila and Judy!!

But most of all, I am very grateful to you, all the advisors, who have kept the ball rolling in great style during these past months. Each of you deserves a tender congratulatory pat on the shoulder.

During the first two months in my REAC position, many people I have met (including advisors) asked what does a REAC do. Since not all of you have had the opportunity that Mila and Judy had to serve as an interim REAC, I would like to share with you of what a

REAC does, and specifically of what I, as the REAC-EAP will do. This latter point is very important because our EAP region is launching a new approach to better serve all EAP EducationUSA Advising Centers and EAP advisors.

In general, the REACs in all eight regions (Africa, South Asia/Gulf States, South America, Mexico/Central America/Caribbean, Middle East/North Africa/Southern Europe, Europe, Eurasia, and East Asia/Pacific) have the same responsibilities. We represent the Bureau of Educational and Cultural Affairs of the U.S. Department of State, in partnership with the Educational Information and Resources Branch (ECA/A/S/A). Our primary task is to provide leadership and expertise in educational advising issues to advising centers, Public Affairs Sections (PAS) and Consular Sections. Like the other seven REACs, my role is one of liaison among the Department of State (in Washington and the embassies), educational advisors in East Asia and the Pacific and the U.S. academic community. Therefore, I expect to get to know lots of people, including program officers from the Department of State's ECA/A/S/A, Public Affairs Officers (PAOs) and their staffs at U.S. embassies in EAP, Consular Officers and Commercial Officers at U.S. embassies in EAP, Fulbright Commission staff (where applicable), local government officials, testing organizations, US university representatives, scholarship organizations, educational exchange organizations, fellow REACs, and advisors at the EAP EducationUSA Advising Centers.

I share this information with you in the hope that you can put me in touch with some of these people, when I visit your countries. I will thus appreciate your advising me on who I should see, and help making appointments for me to see them whenever visit you. I will also get to know some of them at events such as NAFSA and other conferences.

I came to the REAC job under the project entitled "The East Asia/Pacific Regional Educational Advising Coordination Program" which is a grant from U.S. Department of State to the Institute of International Education (IIE), my employer. I have served as IIE's Regional Director for Southeast Asia since 1997, and will continue to do so. I will therefore, serve in both positions as REAC-EAP and IIE's Regional Director for Southeast Asia. It goes without saying that I will need to expend great effort in coordinating these two positions efficiently. Fortunately, as IIE's Regional Director, I am already very familiar with advising responsibilities, having supervised the IIE's advising center in Bangkok for many years. It's also convenient that geographically, I am familiar with and have frequently visited nearly all of the countries in the EAP region.

Through this grant, I am to provide training and guidance regarding US education to advisors at the EducationUSA Advising Centers throughout EAP region, including site visits and needs assessments, electronic sharing of information on US education trends and issues, workshops and internships (to name just a few!!!). Given my background and lifelong experience in human resource development, the mandate to provide training to advisors makes this REAC job most exciting.

As you already know, your REAC relies on you for information, surveys, etc., because you are our front-line troop in dealing with students and parents and others who are

interested in studying in the U.S.A. Information received from you is shared with other regions, in Washington, and beyond. Your country briefings and stats are always greatly appreciated by all. Therefore, I thank you in advance for your contribution when your kind assistance is requested.

The last part of my responsibilities has to do with writing and submitting reports to EAC/A/S/A. There are site visit reports, quarterly reports and well as annual reports. The information comes directly or indirectly from the work that you and I will do together.

### **Working together in EAP:**

Now that I have described what I will do as REAC-EAP, let me share with you how we can do these tasks together.

We should be very proud of the uniqueness of the East Asia/Pacific (EAP) region. Not only does this region cover the largest geographical area in the world, with the largest of the world's population, EAP has the most diverse ethnicities and cultures. The EAP region covers Australia, Brunei, Burma (Myanmar), Cambodia, China/Hong Kong, Fiji, Indonesia, Japan, Korea, Lao PDR, Macao, Malaysia, Mongolia, New Zealand, Philippines, Singapore, Taiwan, Timor, Thailand, Vietnam and some other Pacific Islands. And there are unique sub-regions within this regional scope. In order to effectively administer the educational advising activities in East Asia and the Pacific, the Department of State's Educational Information & Resources Branch has decided that the REAC will be supported by Frank Mok, Country Coordinator for all China/Hong Kong; and Judy Freudenberger, Sub-regional Coordinator for the South Pacific (Australia, New Zealand, Timor, Fiji and other Pacific Islands). The two sub-regional coordinators know the needs of the advising centers and the advisors very well. I will work with them to fulfill your needs.

In addition to the two sub-regional coordinators, REAC-EAP will be supported by a network of country coordinators, who will deal with advising centers in their respective countries. To further strengthen this network, there will be a Professional Development Workshop on "American Education Advising in Asia" organized by the Hong Kong America Center and the Institute of International Education (IIE) to be held in Hong Kong on March 28-April 1, 2005. This activity will include a Technology Workshop and a Country Coordinator Workshop. We will have an opportunity to discuss and define roles of country coordinators at that time. I hope to share the outcome with you in the next Grapevine issue in July 2005.

At the REAC-EAP office in Bangkok, I will be assisted by Paninat, (nicknamed "A") Phirommuang. "A" is a very nice, hard working young lady. So I hope that when she needs to, on occasions, call upon you to remind you to submit your assignments, you will be kind to her (smile).

I hope this somewhat explains how we can work together. This model will work because EAP advisors are known to be very competent! Please do write to me at [reac-](#)

[eap@bkk.iie.org](mailto:eap@bkk.iie.org) if you have any questions or need additional information. I will always welcome your thoughts and inputs/feedbacks.

In early March you should hear about the results of the OSEAS and ECA/A/S/A travel grants for the NAFSA Conference in Seattle. For those of you who will attend NAFSA, please be aware that there will be an EAP regional dinner, date, time and place to be confirmed later.

### **Information Update:**

I am working on compiling information for (a) a database of current EducationUSA Advising Centers and related advisors in EAP region; (b) an inventory of training courses the EAP advisors have received; and (c) an inventory of equipment/computer grants the EducationUSA Advising Centers had received. Once this information is complete I will share with you by email. These kinds of information are very important in establishing a baseline, upon which additional development can be built for you and your advising centers.

### **Visitors to REAC-EAP Office:**

My office in Bangkok will always have the welcome mat out for you. When you are in town, please arrange to stop by at my office. If I know ahead of time, I will try to be there to meet you. But since I do travel and have many meetings outside of the office, “A” will be pleased to receive you as well.

We are pleased to have two visitors in February. Thank you, Victor Li Weiping and Repeka Ufiamorat for stopping by.

### **REAC Travels:**

In February, I visited advising centers in Thailand (in Bangkok, Chiangmai and Khon Kaen). I plan to visit advising centers in Singapore and Malaysia in late February-March. On March 28-April 1, I will be in Hong Kong attending the American Education Advising in Asia: A Professional Development Workshop. In May-June, I will be in Washington DC to attend REAC Days, and in Seattle for NAFSA Conference. I will visit Cambodia, Lao PDR and Myanmar in August. I will probably visit Indonesia some time in between July and September 2005. So, I look forward to seeing many of you at these events.

### **Grapevine Line-up – 2005**

Thanks to Mila Tan for editing this March 2005 issue of the EAP Grapevine. The July 2005 issue will be edited by Malaysia, and New Zealand will edit the November 2005 issue.

## Australia

Greetings from Canberra, where it is mid-summer! I am very thankful that all of you are safe, after the natural disaster which struck our region so severely recently.

First up, I want to welcome the new REAC for East Asia Pacific, Chalintorn. I have not yet had the opportunity to meet Chalintorn, but we have had several conversations by phone and many e-mails have been traveling between Bangkok and Canberra! I know that all of you will work to bring Chalintorn up to speed with advising matters particular to your centres/countries, as well as in regards to our region.

Obviously Mila and I have concluded our Interim REAC roles. I will now be the Sub-Regional Coordinator for the South Pacific, an extension of the Country Coordinator role that I previously had for Australia. In April I will be visiting Martin Farmer in New Zealand, to provide some training for him. I am working with Chalintorn, Dorothy and my PAO to formulate a two-year plan for extending the advising network in the South Pacific.

As you will have read, I have also taken on the short-term job of coordinating the pre-NAFSA campus visit programs for advisers. If you haven't done so already, please let me know if you would be interested in participating. These are wonderful (and low cost) opportunities for all of us, to visit a cluster of campuses and to interact with institutional staff.

I am greatly looking forward to the Country Coordinator Workshop in Hong Kong at the end of March. Mila and I have worked with trainer Debbie Hefferon to come up with a very full agenda. You will hear more about the workshop in the next issue of the Grapevine.

After a year of working primarily from home, I now have an office at the Office of Public Affairs in Canberra. I am really enjoying the regular interaction that I have with the OPA staff, and Team Australia is fortunate to have a very interested and supportive PAO.

Last but not least, I wanted to let you know that I had a wonderful PAL program experience. My topic was sports scholarships and international student athletes. I also attended the Region 1 conference, and was honoured to have one of my sessions selected as "Best of Region". I hope that all of you will think about applying for the USBT or PAL programs for 2006. The networking opportunities and friendships formed are one of the huge and long lasting benefits of the programs. For example a college staff member that I met during my USBT campus week in 2002 has just recently spent a week at my home!! I stayed with her during my PAL program, and we were roommates for a regional conference in 2004. Together we advised a student that is applying to her institution, while she was here in Canberra!

Even though I am now the Sub-regional Coordinator, please feel free to contact me for assistance or advice at any time. It is always a pleasure to hear from each of you, and I have very much enjoyed getting to know some of you better over the past year.

I am looking forward to seeing many of you at NAFSA, which is just around the corner now. Isn't it amazing how quickly May comes around each year?!

Judy Freudenberger  
Canberra, Australia

## USBT 2005

By Lee Healy, Perth Australia

My USBT experience in October and November 2004 was memorable and informative. At first I recall being very excited at my selection to attend the training program, knowing I would be participating in the regional NAFSA conference, visiting college campuses and taking part in the Washington Week Seminar. Each of these experiences alone would have been worthwhile, but when combined they turn into one fantastic learning experience. Having the opportunity to meet and share knowledge with colleagues from around the world uniquely adds to the overall experience. I learned that participating advisers essentially do the same job, but in different ways so as to specifically meet the needs of the student population in the country in which they work.

The USBT program is a demanding experience that is crammed full of learning including technical training, meetings, briefings and seminars/presentations from various heads of educational organisations and government departments in Washington DC or at university campuses. We were presented with the latest up to date information right from the source. Besides attending meetings and seminars, USBT participants each gave an individual *Best Practice* presentation. *Best Practice* is something special/unusual or unique that has been developed and/or used in your advising office. *Best Practice* is a wonderful and enlightening segment to include in USBT as it showcases the many unique things my colleagues do in their offices. Many of these *best practices* will be implemented or tried by those of us who attended.

Participation in a NAFSA Regional Conference is such a good way for overseas advisers to draw attention to our work as we are usually the first people to see potential international students. Surprisingly not everyone at the regional conference I attended knew about EducationUSA and the work done by overseas advisers. However, after presentations by USBT participants, a more informed conference body was very thankful that international students can visit and talk to an overseas adviser in their home country before heading off to study in America. NAFSA members learned how their overseas counterparts can be extremely helpful as an initial contact for information on U.S. education.

Visiting U.S. university campuses as part of USBT was a highlight for all of us advisers, no matter where we came from or what our backgrounds. The size, diversity and beauty of the many school campuses we visited were overwhelming for many of my colleagues. For some advisers this was their first visit to an American university campus, and for all of us, an occasion to imagine how a new international student must feel the first time they see the place where they will spend the next four years of their academic life.

Preparing for USBT is a lot of work. You do need to be prepared beforehand as there will not be much time during the program to work on or develop presentations. The preparation demands can be stressful at times as it is hard to imagine exactly what will be expected of you during each segment of the program. However, USBT is expertly run and coordinated by the College Board office in Washington DC and you will be sent detailed directions on all aspects of USBT to ensure you are adequately prepared and briefed for each section of your program. You will receive a number of detailed emails explaining what you need to do before your actual departure. Everyone at College Board is knowledgeable, an expert in what they do, friendly and ready to lend a helping hand or give sound advice. Of course once your day activities are finished there is time for sightseeing, shopping and getting to know your colleagues and roommates. USBT is intensive and informative but it is also fun and can be the start of many new friendships that span the globe!

## **Brunei**

Wedding news: EducationUSA Educational Adviser, Merlin Kong, will be getting married on April 16 to his fiancé (and better half), Susan. Best wishes to them both from all of us in the region!

## **Indonesia**

### **AMINEF JAKARTA ACTIVITIES**

**By Hanif M. Saleh**

#### **U.S. Education Fair**

The Educational Advising Service in Jakarta will be having its first U.S. educational fair, which will be held on March 13, 2005. It was such a long plan as we already have in mind to do the fair several years ago. We think that this is the right time to do the event to answer the need of our students. Jakarta used to have several fairs from Linden group, AEO (American Education Opportunity), IIEF (Indonesian IIE) and US Commercial section but for the last 5 years Linden group is no longer scheduled Jakarta as one of their destination due to the travel advisory from the state department. U.S. commercial section followed Linden group policy as they are connected to the U.S. government. AEO and IIEF are groups that still coming to Jakarta.

However, we are glad to know that a new group, American Association of Community College, will come to Indonesia to organize an Education Fair. AMINEF will participate at the fair and assist them in arranging venue and workshop. 14 community colleges representatives will participate at the fair and meet prospective students and their parents. I hope other groups will follow AACC to hold a fair in Indonesia. We would like to have more universities representatives come to Indonesia to reduce negative image on U.S. education.

#### **New EAS Center in Malang, East Java**

AMINEF is proudly announced the new satellite center opened at Universitas Muhammadiyah Malang (UMM), East Java. We are fortunate that the university is eager to provide the space for the office. Malang is the second largest city in East Java after Surabaya. The opening ceremony was conducted by Mr. William A. Bate, Chief of the East Asia – Pacific Programs Branch, Office of Academic Exchange Programs, U.S. Department of State, when he was visiting Indonesia. Our new adviser, Umiati Djawas is a former Fulbrighter. Please welcome her as new advisor in our family.



## Japan

February 25, 2005

Chizuru Sasada

Educational Advising Service (EAS)

Japan-U.S. Educational Commission (JUSEC)

### \*New Development

#### 1) Material Development:

The handouts and worksheets used for our Monthly Group Undergraduate/Graduate Advising Sessions were recently revised to better assist students seeking study opportunities in the U.S. Since there are more than 3,000 universities and colleges in the U.S., students easily get lost in a deluge of information, and they usually have difficulty selecting schools that meet their needs and objectives. Sometimes, they don't even know what their needs and goals are! Consequently, they tend to depend on subjective or biased criteria such as commercial rankings and "word of mouth" information from friends and relatives when selecting schools. In order to assist students in clarifying their needs and goals, and ultimately selecting the "right" schools for their intended purpose of studies, we developed "Clearing Purpose of Study Worksheets" and "University Selection Sheets". These worksheets are available on our website, and we welcome OSEAS advisors to utilize them for your own use.

\*Clearing Purpose of Study Worksheet (in Japanese Only):

<http://www.fulbright.jp/j4/mokuteki-ws2.html>

\*University Selection Worksheet (Sample-Undergraduate):

<http://www.fulbright.jp/j4/sentaku-ws1.html>

\*University Selection Worksheet (Sample-Graduate ):

<http://www.fulbright.jp/j4/sentaku-ws2.html>

\*University Selection Worksheet (Blank): <http://www.fulbright.jp/j4/sentaku-ws3.xls>

#### 2) Introducing TV Conferencing Pre-Departure Orientation Programs in Japan

We will consider, for the first time, introducing TV conferencing featuring the Pre-Departure Orientation sessions that will be held at the Tokyo American Center this coming May. The sessions will be divided into 3 days according to the level of studies, majors and academic/professional tracks. TV Conferencing will take place between Tokyo and other regional American Centers, which have the same equipment. With the effective use of the technology, we will be able to simultaneously deliver Pre-Departure Orientation Sessions at American Centers in different areas of Japan, and we will be able to reach a wider audience, thus enhancing our services to the public.

### \* Advisors Training Sessions

#### 1) JAFSA (Japan Network for International Education) 's PDP (Professional Development Programs) Workshops

Miyuki and I have been actively serving as working committee members for the Professional Development Programs of JAFSA (Japan Network for International Education) <http://www.jafsa.org/> , which is a Japanese counterpart of NAFSA, and consists of 198 institutional members and more than 400 individual members. JAFSA PDP Committee annually provides a variety of Professional Development Programs to newcomers, veterans and people in management positions in the field of international education in Japan. On behalf of JUSEC, every year we contribute special intensive training sessions to newcomers at Japanese universities by providing the knowledge, information and exercises regarding the A to Z's of "How to advise students on Studying in the U.S.", including advising skills. Attendants usually learn much from this workshop as well as from each other, and the workshops are always highly evaluated. These workshops are also a good learning experience for us, since they provide us with opportunities to develop, update and improve our information and presentation skills. More than 125 advisors from 100 universities in Japan have attended these workshops, and have learned "How to advise students on Studying in the U.S." from an OSEAS perspective.

#### 2) Advisors Training Sessions at Outreach Program and in Tokyo

In addition to the JAFSA's PDP sessions, we also conduct "Advisors Training Sessions" as part of our annual Outreach programs in 6 different cities throughout Japan. In 2003-2004, more than 175 advisors at universities and prefectural international centers, private commercial agents and high school teachers attended these sessions and learned the "101 of How to advise students on Studying in the U.S." We believe that training and educating advisors is one of the very important roles of OSEAS since these advisors will ultimately serve students by providing information and advice to them. Advisors should understand the basic attitude as well as the importance of accurate, unbiased and up-to-date information and advice in order to advise their students on Study in U.S.A.

## **Korea**

### **U.S. Education Center:**

#### **Study Fairs:**

From Late-February to Mid-March, Fulbright Korea will have worked with five diverse study fairs in Seoul. (1) *The International Students Network Agency Expo* (ISN) held a fair February 21 that included a visa seminar by the U.S. Consulate, a 2-hour fair for study-abroad agents and school representatives to meet, as well as a buffet reception. (2) *ELS Language Centers* will be hosting its first fair February 26 which will include 13 universities. Seoul will be its third stop of a four-city tour that includes two cities in Japan and one in Taiwan. (3) *The Linden Tour* has decided to restart its spring fair in addition to its' successful fall fairs. They will be hosting a fair from 5-9pm, Wednesday March 3<sup>rd</sup> geared towards undergraduate students and 4-year universities. (4) *The Association of American Community Colleges* (AACC) will be meeting with Korean students and providing yet another venue for Korean students to study abroad at their study fair March 12<sup>th</sup>. (5) *American International Education Foundation* (AIEF) will be hosting a fair the 27<sup>th</sup> of March geared towards potential study abroad students in the convention hall space of the largest underground mall in Asia, COEX. It will be a mix of Korean students and agents and various US educational opportunities.

#### **Web Service Pricing Schedule Up:**

Starting January 1<sup>st</sup>, 2005, approximately one year after its inception, Education USA Korea began to charge for its' web services. ([www.educationusa.or.kr](http://www.educationusa.or.kr)) These services include web profile posting for individual schools, web page exposure for schools and upcoming fairs, and the building and hosting of websites for schools, umbrella organizations, and study fairs. Education USA Korea looks forward to continued growth in profiling U.S. Schools and working with study fairs in a combination of our web and event services.

#### **State-Level Cooperation**

Deputy Director Dr. Jim Larson and Web Information Services Coordinator John Lee met with ASOK, the Association of American State Offices in Korea in late November. ([www.asok.or.kr](http://www.asok.or.kr)) Serving to promote and assist trade relations between individual U.S. States and Korea, member state offices and Fulbright Korea are exploring ways to cooperate in educational exchange. As an outcome of this meeting, Fulbright Korea is assisting the state office of Pennsylvania in bringing 4-5 Philadelphia universities to Seoul for 2-3 days in the fall that will include an introduction to Korean culture, an overview of the Educational landscape, and most probably school presentations for students and parents.

## **Malaysia**

### **Updates from MACEE Kuala Lumpur**

Our move to downtown Kuala Lumpur, October 2004, has been very successful. We are seeing an increase in the number of students and universities visiting our office. Word of mouth from satisfied students, repeat visitors and university representatives keep our staff busy answering questions, assisting with visas and giving general information to parents.

We have participated in 2 education fairs in Kuala Lumpur in 2005, so far. The Star Education Fair, in January with over 3,000 students visiting our booth and The K.L. Education Fair, in February, over 1,500 students received information on U.S. education. American universities such as Towson University, Ohio University and Herkimer County Community College participated in the fairs.

The Linden Tour is coming in March. Also visiting our office are university representatives and presidents of several universities. We set up their visits with the Ministry of Higher Education, local colleges and universities and assist them with city tours.

I am looking forward to attending NAFSA this year in Seattle. I hope to visit the colleges and universities in the area and also in San Francisco. See you all there!

Amrin Nandha, Senior Advisor

## **Mongolia**

### **Mongolian Network of Educational Advising and Testing Centers.**

The overall purpose of this project was increasing of information provision on study abroad opportunities in Ulaanbaatar and in the countryside by further development of activities of Mongolian Educational Advising Network in order to transfer it into the Educational Advising and Testing center's network in Mongolia which serves as a main educational information provider through-out the country.

#### **Main parts of the project:**

For increasing the information provision in Ulaanbaatar and in country- side, we planned activities with the following outcomes: Increasing of information provisions throughout the Mongolia, better outreach to remote areas, and development of testing centers in Mongolia.

#### **Our achievements:**

##### **I. Increase of information provision:**

- Purchasing books from American publishing companies, and distributing them to the country-side counterparts helped students and interested people to obtain newest information on study abroad possibilities and opportunities, and provided not only better opportunities to prepare for university entrance tests but also helped to increase the level of English language knowledge of students and professionals in each province. Books were granted to Peace Corps and VSO volunteers serving in Ulaanbaatar, but mainly in the countryside, to the Soros regional representatives working in countryside, and to the three local branches.
- Development of new information brochures and booklets on all aspects of university application procedures, standardized testing, Soros and other Mongolia relevant scholarship programs gave detailed unbiased information on application procedures, and helps in increasing of public awareness on study abroad and scholarship programs requirements, and on application time frames. We placed our brochures and information sheets at our center, distributed them during our outreach programs to colleges and universities in Ulaanbaatar and in the countryside, at educational fairs, distribute to Peace Corps and VSO volunteers, Soros regional representatives, and local advising centers.

## **II. Outreach to remote areas:**

Distributing of information on scholarship programs and study abroad opportunities was a priority of this project, while information dissemination is still very limited in Mongolia. Not many people, especially students, read daily newspapers, and outreach to the countryside where many smaller provinces still don't have electricity was and still is one of our most important tasks. We usually place announcements and advertisements in three main Mongolian newspapers and in two newspapers printed in English; organize press conferences for media, give interviews and place ads at main TV programs, use Mongol Radio and FM stations; distribute our EARC monthly calendar of activities through our contact database list-serve (all readers, visitors and people interested in receiving our information), and list-serve of Mongolian NGO's; place information on announcement boards of secondary schools, colleges, universities, institutions and organizations like Ministry of Education, banks, big businesses; organize public lectures two times per week at our center, quarterly organize widely announced Open Doors; participate in education fairs and organize our own fair. The number of our visitors, library readers, people seeking for individual and group advising, scholarship applicants (especially from the countryside) is increasing from year to year, but still the information dissemination is one of our main concerns.

We classified our outreaches into the following groups:

- An Internet connection. In 2004 the number of Internet users at our center increased by 27% and reached 2450 people.
- Updating of our web page was done in 2003, and now we have a simple, easy to search web site, with information update every two weeks.
- Outreach of educational advisors. In order to help our local advisors in promoting (especially in the country-side) education in the United States, increasing awareness of people in the country side on university requirements and standardized testing, and in helping students in preparation for test by providing test prep materials and resources, we gave the grant to our local centers, which consisted from two sources: the ETS grant, and grant from our center's new project- "Internship opportunities for Mongolian students". The statistics on student contacts for 2004 decreased slightly in Darkhan and Erdenet (two centers in Central Mongolia), which are connected, in my opinion, with more targeted outreach and targeted individual and group advising. The number of applicants to scholarship programs increased from both cities about 15%, and we had an increase in the quality of applicants. The Khovd

center is located in Western Mongolia, and the number of visitor contacts increased in 2004 by 39%, and this year we had increase of applicants to various scholarship programs. I can now state that our three branches serving to the people in their home cities and in nearby provinces and are helping students in believing that their dreams can come true. Student contacts statistics from all four Mongolian advising centers had an 18% increase in 2004 compared to 2003.

- Soros regional representatives. The MFOS had 6 regional representatives who are serving in their home state and in two neighboring states as the main information. In 2004 each representative received from our center a grant of books for public use at their information centers.
- Peace Corps and VSO volunteers. For better distribution of information in countryside, we granted packages of books to 34 counterparts of ESL Peace Corps volunteers and 13 VSO volunteers serving mainly in provinces of Mongolia. As an outcome of this project we received in fall 2004 reports on the book use by the public.
- Organization of Open Doors. EARC-Ulaanbaatar organized only in 2004 7 Open Doors, and visited with a half-day programs 6 colleges and universities. We had the participation of 6670 people at Open Door activities total (the EARC- Ulaanbaatar had 5320 visitors of Open Doors). We also included our two public outreach activities here: a newsletter corner in the "Student" newspaper, where we placed 13 articles on standardized testing, university search, useful websites, college preparation, and on American colleges and universities; and TV program on the youth program "Udshiin Hemnel" of the National TV channel, where we prepared 11 programs. This TV channel covers all of Mongolia.
- Education fairs. The EARC- Ulaanbaatar participated in two International education fairs (May 2003, May 2004), visitor's number of the 2004 fair was 11000 total. In October 2004, we organized the first scholarship fair, where we had 22 participating organizations and institutions offering scholarship programs to Mongolians, and we received around 4000 visitors. We developed a 20minute TV program and a book "Scholarship opportunities for Mongolia". Organization of this two-day event was fully financed by fundraised money. In 2004 EARC-Ulaanbaatar had a 50% increase in number of applicants to our scholarship programs

### **III. Testing center**

- Equipment. Mongolian Educational advising centers are working on becoming Internet TOEFL administrating centers. We are very grateful to the generous support from U.S. Department of State in 2003 regarding the EARC-Ulaanbaatar office relocation after spinning-off from MFOS. The EARC-Ulaanbaatar was able to purchase computers fully compatible with the technical requirements of the Internet-based TOEFL.
- Staff training. We conducted two trainings in Ulaanbaatar for local advisers and their host organization's directors: two-days workshop in January 2004 on Fundraising strategies, where the issue of standardized testing was one of the main issues, and one-day workshop in September 2004 on OSI scholarship administration and testing issues.
- Test administration: During the project period, we had 8 administrations of the Institutional TOEFL test with participation of 146 people. The average score of the Mongolian institutional TOEFL test takers in 2004 is 478. In 2003, the average was 465. This test administration was organized in the Darkhan and Erdenet advising centers 3 times (June 2003-August 2004), and we plan to introduce this test in Khovd in 2005.

I would like to express my deepest gratitude to ETS and to the Educational Information and Resources Branch (ECA/A/S/A) of the U.S. Department of State for the "Advising for the Future" award, which granted us the possibility to develop further our network of Mongolian Educational Advising and Testing Centers, strengthen the position of all four advising centers,

and helped us in increasing our public outreach to isolated and underserved regions. The project contributed to the continuation of educational advising services in Mongolia, and helped in the development of an in-country Educational advising and testing network, which delivers open access to information and services addressing the needs of Mongolian youth in the central and western parts of our country.

As a U.S. Department of State affiliated educational advising centers, we always recognize and appreciate the constant support from U.S. Government, and we are eager to continue to contribute to the further development of our country by helping to introduce American values and democratic principles in all fields of our democratic society, and broadening the friendly relationship between our two countries.

Reported by Lkhamsuren Udval  
Project manager  
Director and Educational Adviser  
EARC, Ulaanbaatar, Mongolia

## **Singapore**

Amy, Karen and Anna have been working their fingers to the bones while planning and organizing the upcoming USEIC Education USA college fair to be held in Singapore on March 6. So far they have sold 17 booths for the venue that can accommodate 20.

In addition to their regularly scheduled March fair, USEIC is also hosting the American Association of Community Colleges education fair. The event will take place in the USEIC library on March 19 and 14 community colleges are set to participate. AACC Project Director Zepur Solakian made a brief visit to USEIC on February 7 to firm up their plans to introduce community colleges to the Singapore public.

February and March will see a steady stream of universities visiting USEIC, with no less than 4 US university fairs being held between March 6 and March 19.

The US Office of Cultural Affairs in Sri Lanka (also serving the Maldives) has purchased USEIC's publication: Study in the USA, a Guide for Singapore Students. They will reproduce the publication and insert country specific information as and where appropriate.

Amy has put together an extensive database of financial aid and scholarship opportunities available for foreign students. The database consists of a printout of financial information from each school's website. An excel chart offers quick reference details. This should enable us to provide timely information for students who are seeking need based resources and / or scholarship options.

Karen Kaylor, USEIC Singapore

## **Taiwan**

Sarah Moran

FSE Taipei

The Foundation for Scholarly Exchange, FSE, has three branches in Taiwan in addition to the Fulbright office library; Taipei, Taichung, and Kaohsiung. These three branches are located in university or public libraries, which function as depositories for U.S. college and university catalogs. As the number of Taiwan students going to the U.S. for further study each year continues to be relatively high (14,054 student visas were issued in Taiwan in 2004, showing the increase over 2003 to be 24.6%), FSE has encouraged other public organizations in Taiwan to provide both materials and advising service for students who plan to study abroad. Such centers (seven of them now) are established by the Ministry of Education in university and public libraries, and include materials about study in other countries.

More recently, FSE has been concentrating its efforts on maximizing our resources. After realizing that we will not be asked to relocate from our center for a while, we have decided to move advising from the upstairs location where we were with the Fulbright officers, down into our rather large library, located downstairs. We are also reorganizing our advising strategies in an effort to improve our marketing capabilities and ultimate student contacts in the face of strong competition from Australian, English, and Canadian schools.

In 2003-2004 there were 26,178 students from Taiwan enrolled in US institutions.

## **Highlights of the Educational Advising Service**

FSE's online counseling and mentoring system and website in Chinese now has 8,776 members, and 5,021 subscribers to its electronic newsletter. We send out the newsletter to all members for a total of 13,792 contacts each time. Through it, students can obtain extensive information about applying to schools in the U.S., and consult local professors who have returned from studying in the U.S. and have volunteered to act as online mentors. Other advising sites, most of them commercial, frequently copy and publish articles from the *Newsletter*, which thus reach an even wider audience. More than 60 volunteers are participating in the mentoring system, which constitutes a major part of the Foundation's advising activities.

Additionally, we have had some additional contributions from the staff. Julie Hu has co-authored a reference book published in 2004 entitled; *Taiwan, Country Report (a PIER, World Education Series)*, which provides a detailed listing of accredited Taiwan schools and professional programs, along with country information. This is proving very useful for our ability to aid U.S. universities representatives. Also, in 2004, Sarah Moran became third author in a university textbook entitled, *Managing Cultural Differences*, 6<sup>th</sup>



*Edition*, which provides effective cross-cultural communication and behavioral strategies for leaders and managers in global enterprises.

### **Special Programs**

- FSE is currently commissioned by the Ministry of Education to publish a U.S. university reference book. Ellen Wang is the main editor and is responsible for coordinating work between FSE and The Ministry of Education. This book will be used by all public sectors including Taiwan universities. Students can use this book to find accredited universities in the U.S. It should be published latest by fall 2005.
- FSE participates in a web chat initiated by American Institute in Taiwan in response to the number of students accessing the internet for information as their main source. Web Chat topics include ESL study in the U.S., financing your higher education, and U.S. campus and lifestyle, etc.
- Sarah Moran and Stephanie Lo, a Fulbright grantee currently interning in our office, are working on two separate studies at FSE. One part organized and run by Stephanie Lo, seeks to determine what types of information and advice students are seeking through the internet when deciding on study abroad and the institution. Another part, organized and run by Sarah Moran with the assistance of Ellen Wang, both full time education advisors at FSE, seeks to determine how international advisors are imparting information to students via their respective internet websites.

Ellen Wang and I are responsible for the maintenance of [www.ustudy.org.tw](http://www.ustudy.org.tw), a popular website that Taiwanese students use. We hope that these two projects will be able to give us the proper information to help us in our efforts to better serve the many Taiwanese students interested in studying in the U.S. as well as provide other education advising centers with our results.

### **Thailand**

Ann Sakornyen  
US Embassy Bangkok

On December 2, 2004, the Cultural Section of Public Affairs gave a presentation on "Study Guide to America" at Nakhon Si Thammarat Rajabhat University, Southern Thailand. Audiences included 80 students of freshmen to Senior classes and faculties from various departments. The educational advising involved with the overview of U.S. educational system, life in the U.S., how to choose educational institutions, and TOEFL test. The 90-minute presentation provided the most update information on the U.S. education to Thai and Muslim students who showed their keen interest in Post's first outreach activity on educational advising service in this southern province of Nakhon Si Thammarat. Their topics that aroused a lot of interest are scholarship opportunities and short courses. Post also provided materials about Visa application from Consular Section, publications on "If

You Want to Study in the U.S. Book 1-4, and TOEFL, including scholarship websites to all 80 participants.

On January 24, 2005 the Cultural Section of Public Affairs and IIE gave a presentation on “MBA Study and Student Life in the U.S.” at Faculty of Commerce and Accountancy, Thammasat University. Audiences included 40 students of junior and senior classes and graduate students from various departments. The educational advising highlighted the overview of life in the U.S., TOEFL test, application procedures, and MBA programs in the U.S. The 90-minute presentation that provided the most update information on the U.S. education could hold the students’ interest throughout. About 10 participants are our potential students who expressed their intentions to further their studies with various informative questions about U.S. education. Some students requested our comments on their applications and other recommendation related to their choices.

On February 9, 2005, the Cultural Section of Public Affairs organized a booth to provided information about “U.S. Education and Cultural” at Bangkok University as part of its celebration on the 20<sup>th</sup> anniversary of the establishment of Bangkok University International College. This fair included exhibitions from many countries, including U.S., Canada, Japan, Bhutan, India and China. PA booth provide materials and publications to promote U.S. education and cultural to audiences.

IC-ACE (International Center, Chiang Mai University, Thailand):

1. Launched “CC2U: College Connect” to actively promote U.S. community college education for graduates of elite high schools in northern Thailand. U.S. Consul General Beatrice Camp officiated at a colorful ceremony on February 22, 2005, joined by Deans from top California community colleges (Santa Monica College, Foothill & De Anza Colleges), and officials of Thai high schools and IC-ACE.

In the Launch Phase, students from Montfort College, Prince Royal’s College, and CMU Demonstration School are eligible to apply through IC-ACE for expedited admission to SMC and FHDA Colleges, and enjoy special airfare promotions from Chiang Mai to SFO & LAX. Multiple applications are currently in process.

2. Conducted an operational briefing for REAC-EAP and Ms Ann Sakornyen (U.S. Embassy, Bangkok) on February 10, outlining our 2005 work plan and new project developments.

3. Hosted a RELO-TWC Forum for leading teachers of English in Chiang Mai to meet and discuss professional interests with Mr. Richard Boyum, Regional English Language Officer (U.S. Embassy, Bangkok), including aspects of U.S. education beneficial to such teachers and their students.

4. Achieved record levels of students admitted to U.S. university programs, “well over 100% year-on-year growth”. Among the students we counseled for an application to UCLA was a cousin of the Prime Minister of Thailand.

Miscellaneous news: Ann Sakornyen will be busy with a new baby expected this August! Those of us who will get to see Ann in Hong Kong will have much to ask the mom-to-be.

## **Philippines**

As this issue's editor, I wrap up the Grapevine with a short article from the Philippines, much like the Olympics or the World Cup, where the hosting country gets the last hurrah.

A few keynote activities:

1. 5<sup>th</sup> In-country workshop for Philippines EducationUSA advising network. An expanded team of advisers that now spans 8 centers around the archipelago met in the last days of January to reconnect with one another, and address training and outreach concerns for 2005. A new adviser, Dr. Ben Halili, joins us from Zamboanga City, one of the country's southernmost locales; Ben is a recent returnee from the US where he completed his PhD at Bowling Green State University in Ohio.
2. Outreach activities for 2005 has our team extending our reach beyond our individual domains to hold inter-city orientations and workshops, plus visits to other neighboring provincial schools. With 8 minds all working towards one goal, these ambitious plans should come through with flying colors.
3. A new orientation topic we included this January was a session for parents of US citizens on how to fill out the FAFSA form. We held these sessions over two Saturday mornings and received good feedback from the participants.
4. The Dept of Commerce's FCS office held an educational fair in February; however, the highlight was the pre-fair virtual chat organized by FCS and the US Embassy's Virtual Embassy center. Over 600 participants took part in an hour-long event. While the time was much too compressed to address all the questions of the students, the addition of the EducationUSA centers around the country helped the discussion along. Many of the advisers also found this to be a valuable service for their clients.

As it was mentioned in the first few pages, EAP is no longer REAC-less, and thankfully the transition has been smooth. All of us in the Philippines wish Chalintorn the best in her new role and we hope to see her in the country soon. My sincerest thanks to Dorothy for keeping Judy and me on an even keel and giving us regular guidance on what we were expected to do during the 2<sup>nd</sup> half of 2004. I'm looking forward to seeing a number of you in Hong Kong for our Country Coordinator's and Technical Workshop.

Milagros Tan  
PAEF Manila